

SECOND REGULAR SESSION

HOUSE BILL NO. 1129

96TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE LARGENT.

4283L.01I

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To amend chapter 407, RSMo, by adding thereto one new section relating to deceptive advertising practices.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Chapter 407, RSMo, is amended by adding thereto one new section, to be known as section 407.313, to read as follows:

407.313. 1. For purposes of this section, "business is located within the geographic area", "geographic location of the business", or similar term means that at least one owner or employee of the business regularly performs services on behalf of the business at that location. Renting use of a street address, post office box, or mail-drop does not constitute having a business at that location.

2. A person operating a business misrepresents the geographic location of its business in a listing of the business in a telephone directory, other directory assistance database, or on the internet, if the name of the business, or the name under which the business is listed indicates that the business is located within a geographic area and all of the following apply:

- (1) The business is not located within the geographic area indicated;**
- (2) The listing fails to identify the actual municipality and state of the business's geographic location; and**
- (3) Telephone calls to the local telephone number listed in the telephone directory, directory assistance database, or on the internet routinely are forwarded or transferred to a location that is outside the calling area covered by the telephone directory or directory**

EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.

17 assistance database in which the number is listed, or outside the local calling area for the
18 local telephone number posted on the internet.

19 3. A person operating a business misrepresents the geographic location of the
20 business in print advertisement if a fictitious or assumed business name is listed in print
21 advertisement and both of the following apply:

22 (1) The name used misrepresents the geographic location of the business; and

23 (2) A telephone call to the local telephone number listed in the print advertisement
24 routinely is forwarded or transferred to a location that is outside the calling area for the
25 local telephone number listed.

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